bharti

October 16, 2017

National Stock Exchange of India Limited
Exchange Plaza, C-1 Block G
Bandra Kurla Complex, Bandra (E),
Mumbai-400051

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400001

Ref: Bharti Airtel Limited (532454 / BHARTIARTL)

Sub: Press Release

Dear Sir/ Madam,

We are enclosing herewith a press release titled "Airtel offers iPhone 7 at just Rs 7777", being issued by Bharti Airtel Limited.

Kindly take the above information on record.

Thanking you,

Sincerely Yours

For Bharti Airtel Limited

Rohit Krishan Puri
Dy. Company Secretary

BHARTI AIRTEL LIMITED NEW DELHI

airtel

Airtel offers iPhone 7 at just Rs 7777

Launches Online Store to bring a range of premium devices at affordable down payments and bundled monthly plans

New Delhi, October 16, 2017: Bharti Airtel ("Airtel"), India's largest telecom services provider, today announced the launch of its latest digital innovation – the Online Store **[www.airtel.in/onlinestore]** that will offer a range of premium smartphones with affordable down payments, instant credit verification and financing, and bundled monthly plans.

Airtel's Online Store went LIVE today with Apple's iPhone 7 and iPhone 7 Plus variants and the company plans to add devices from all leading brands to the store's offerings in the near future.

The iPhone 7 (32 GB) is available at a down payment of just Rs 7777 and 24 monthly installments of Rs 2499. The monthly installments have a built-in high-end postpaid plan which offers 30 GB data, unlimited calling (local, STD, national roaming), and Airtel Secure package that covers the device against any physical damage and offers cyber protection.

Airtel's Online Store launch is part of **Project Next** – Airtel's digital innovation program aimed at transforming customer experience across all of its services and touch points. Airtel plans to invest up to Rs 2000 crores under Project Next to launch several exciting digital innovations to step change the simplicity and interactivity of the Airtel customer experience.

Airtel's Online Store is an integrated digital platform aimed at making it easier for customers to upgrade to smartphones they always aspired for, without the constraint of high put-down prices and cumbersome financing schemes. All smartphones on the platform will come with down payments that are a fraction of the market price of the device and the convenience of easy monthly instalments with a built in postpaid plan. The postpaid plan will offer large bundles of data, unlimited calling and device protection package, allowing customers to enjoy the device to the fullest on India's leading smartphone network.

The entire Online Store journey is digitally enabled, right from purchasing the device to instant financing and plan activations, all within a few clicks over a computer or a smartphone/tablet. The device will get delivered to the customer's doorstep.

Harmeen Mehta, Global CIO & Director – Engineering, Bharti Airtel said, "This is yet another exciting digital innovation from Airtel to delight customers. Not only are we making it easier for millions of customers to upgrade to devices they always wanted, we are also making the entire process seamless and simple through digital technologies. Imagine getting your dream device, instant credit to purchase it and a great plan to go with it, all available in one place with a few clicks. All this is a product of some cutting-edge digital engineering by the in-house teams at Airtel. We would also like to thank our partners for integrating their APIs seamlessly with our platform to enable a great customer experience."

Airtel has partnered with Apple Inc., HDFC Bank, Clix Capital, Seynse Technologies, Brightstar Telecommunications and Vulcan Express to enable the digital experience on its Online Store.

Airtel's Online Store services are currently available to customers in 21 cities across India and will be expanded to other cities and towns shortly.

How to get your favourite device on Airtel's Online Store in four easy steps:

1. Go to www.airtel.in/onlinestore and select the device of your choice
2. Check your eligibility and get instant loan approvals
3. Make the down payment for phone
4. The device will be delivered to your preferred location/address